



STATE OF WASHINGTON

WASHINGTON STATE LIQUOR CONTROL BOARD AND

3000 Pacific Ave SE • PO Box 43075 • Olympia WA 98504-3075 • (360) 664-1600 64-1600

July 1, 2003

To: Beer and Wine Specialty Shop Retail Licensees

Re: Beer and Wine Sampling and Tasting Events

Many of you offer beer or wine samples to your customers. Some of you also conduct beer or wine tasting events. To assist you in conducting these activities, please be aware of the following regulations;

1. Wine makers, brewers, and their distributors may not give your customers samples. You must purchase the wine or beer used for samples from the winery, brewery, or their licensed distributor.
2. Wine makers, brewers, and their distributors may not pour samples for your customers. You may not ask for this service.
3. Wine makers, brewers, and their distributors may talk to your customers about their products.

You may provide samples to your customers under the following conditions;

1. Your primary business is the sale of beer and/or wine. You may not provide samples to customers if less than 50% of your gross sales are in something other than beer or wine.
2. Samples may be provided for tasting purposes to promote a sale. No other drinking of alcohol is allowed on specialty shop licensed premises.
3. Each sample must be two ounces or less.
4. No more than four samples may be provided to a customer during any one visit to the premises.
5. No more than one sample of any single brand and type of beer or wine may be provided to a customer.

Sampling regulations may be found in RCW 66.24.371 and WAC 314-02-105. For additional assistance please contact your local enforcement office.

Sincerely,

Randy Reynolds, Manager  
Manufacturers, Importers, Distributors Section  
Licensing & Regulation Division